ABSTRACT OF THE DISCLOSURE

On the basis of a discrimination parameter for discriminating more detailed brightness in an image, the brightness of the image is discriminated, and the optimum degree of correction component is set for the image, thereby performing a more faithful reproduction of the image indicated by image data. Therefore, a highlight point being a brightness value associated with a cumulative frequency of reaching a predetermined value is calculated in a high-brightness area on the basis of a histogram obtained with respect to the number of pixels of a brightness value indicated by the image data, and the image is discriminated in its entire brightness on the basis of the highlight point. On the other hand, a ratio of the cumulative frequency in a predetermined low-brightness area to the number of all the pixels in the histogram is calculated. On the basis of the calculated ratio and the discriminated brightness, a gamma value indicating degree of correction the brightness value to a value of more light image is defined. Accordingly, a suitable correction corresponding to brightness of an image can be performed.